“EVERY KID’S A WINNER” GAME

OFFICIAL RULES

1. **NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** You must be 12 years of age or younger to participate.

2. **HOW TO GET A GAME PIECE.** One (1) official Game Piece (“Game Piece”) will be available **for free**, while supplies last, beginning December 26, 2005 until Game Piece supplies are exhausted. Limit one Game Piece per child per day, while supplies last. **You may also obtain a Game Piece (and a copy of the Official Rules)** by sending a hand-printed 3” X 5” piece of paper with your first and last name, date of birth, complete address and home telephone number via mail to: ***CEC Every Kid’s a Winner Game Entries, P.O. Box 152077, Irving, Texas 75015.*** No mechanical reproductions of the requests will be accepted. Limit one request per postmarked envelope. Sponsor is not responsible for lost, late, mutilated, misdirected, illegible, incomplete or postage due mail or requests. Requests become property of Sponsor and will not be returned. All mail requests must be postmarked no later than March 31, 2006 and received no later than April 7, 2006.

3. **PRIZES AVAILABLE/ODDS.** The following prizes were randomly seeded:

   20 FREE CHUCK E. CHEESE TOKENS (approximate retail value $5.00). 1,800,000 prizes available. Odds of winning are 1 in 10.

   15 FREE CHUCK E. CHEESE TOKENS (approximate retail value $3.75). 3,600,000 prizes available. Odds of winning are 2 in 10.

   10 FREE CHUCK E. CHEESE TOKENS (approximate retail value $2.50). 5,400,000 prizes available. Odds of winning are 3 in 10.

   5 FREE CHUCK E. CHEESE TOKENS (approximate retail value $1.25). 7,200,000 prizes available. Odds of winning are 4 in 10.

   Total approximate retail value (“ARV”) of all prizes: $45,000,000. 18,000,000 Game Pieces will be distributed. Unclaimed prizes will not be awarded. Prizes are non-transferable and may not be redeemed for cash in whole or in part; no substitution permitted except at the sole discretion of Sponsor, in which case of prize of equal or greater value will be awarded. By participating in the game and accepting a prize, participants and winners will be deemed to agree to these Official Rules. Game pieces may not be resold or exchanged.

4. **HOW TO REDEEM PRIZES.** Your Game Piece will indicate a particular prize. Lift the designated area on the game piece to reveal the prize award. To claim a prize, present Game Piece to a Chuck E. Cheese's employee at the register during regular business hours. You may redeem your prize instantly, or you may bring your Game Piece back on a future visit to a participating Chuck E. Cheese's location by April 30, 2006. A maximum of five (5) Game Pieces may be redeemed per

child per visit at any participating Chuck E. Cheese's location. A visit to the same participating Chuck E. Cheese's location within a twenty-four hour period constitute a single visit for purposes of this Game. All Game Pieces are subject to verification. Decisions of Chuck E. Cheese's employees are final and binding.

5. **ELIGIBILITY.** This Game is open only to guests who are 12 years of age or younger. Employees, officers and directors and/or contractors of Sponsor and their respective parent companies, subsidiaries, affiliates, retail locations, suppliers, distributors, advertising and promotion agencies, and the immediate family members (including spouse, mother, father, sister, brother and children) and those living in the same households of each of the foregoing, are not eligible to enter or win.

6. **OTHER TERMS AND CONDITIONS.** Game Pieces are automatically void if blank, miscut, counterfeited, mutilated, forged, altered, or tampered with in any way, in whole or in part; if illegible, mechanically reproduced, obtained outside authorized, legitimate channels, or if they contain printing, production, typographical, mechanical, or other errors. The submission of the Game Piece is solely the responsibility of the participant. All materials submitted for prize claims become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, mutilated, misdirected, or postage-due mail, requests or prize claims. All Game Pieces are subject to verification before any prize is awarded. Decisions of Sponsor are final, binding and conclusive in all matters relating to this Game. Any attempts to forge Game Pieces or to defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participant assumes all risk of loss of, or damage to, or destruction of, Game Pieces. Liability for Game Pieces containing printing or technological (is there a word missing here?) or otherwise is limited to replacement with another Game Piece, while supplies last. Only the intended number of prizes as outlined in these Official Rules will be awarded if properly claimed. If, for any reason, more prize claims are received than there are prizes at any level as listed in these Official Rules, the stated number of prizes at that level will be awarded through a random drawing from all remaining eligible prize claims received for that prize level. Subject to any governmental approval that may be required, Sponsor reserves the right, without prior notice and at any time, to terminate or suspend the Game, in whole or in part, or to modify the Game in any way should any factor (including but not limited to fraud or security breach) interfere with the Game's proper conduct as contemplated by these Official Rules, or if Sponsor believes that the Game has been or will be compromised in any way. Game is void where prohibited. By participating, participants agree that, if deemed a winner: Sponsor and its officers, directors, employees, representatives, contractors and agents shall have no liability and will be held harmless by participant and/or his/her heirs and executors for any liability, loss, injury, or damage to themselves or any other person or entity, including personal injury, death, or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize or participation in this Game. All issues and questions concerning the construction, validity, interpretation and enforceability of the Game, these Official Rules, or the rights and obligations of participants and Sponsor in connection with the Game, shall be governed by, and construed in accordance with, the substantive laws of the State of Texas without regard to Texas conflicts of laws principles. All participants consent to the jurisdiction and venue of the state of Texas.

7. **SPONSOR.** CEC Entertainment Inc, 4441 W. Airport Freeway, Irving, TX 75062.

EVERY KID'S A WINNER CONTEST RULES

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